Some points against adding a "don't copy flag" to broadcast signals:

The new broadcast content that can have DRM added to it will not make anything less copyable. Digital information is inherently copyable, and anytime you attempt restrict that copying, you slow down or inhibit the free exchange of ideas and content.

This idea is inherently insecure.

This is not in the public good, it is in the corporate interest, which is distinct from the national interest.

Also, please consider the ramifications of forcing everyone in the united states to buy new televisions and VCRs.